# 2011

# **Intelligent Community Awards Program**

**Top Seven Intelligent Communities Phase** 

Congratulations on being selected for the Intelligent Community Forum's Smart21 of 2011. Your selection was based on data compiled by ICF as well as nominations submitted by communities. In order to proceed to the second phase of ICF's international awards program, you must complete this questionnaire, which provides ICF's research analysts with more detailed data. Data provided on this form – plus the information used in the Smart21 selection – will provide the basis for selection of the Top Seven Intelligent Communities of 2011, to be announced at the Pacific Telecommunications Council conference in Honolulu, Hawaii on January 19, 2011.

If your community is named to ICF's Top Seven, it will be a finalist for the Intelligent Community of the Year award, which will be presented on June 3, 2010 at ICF's *Building the Broadband Economy* summit in New York. *Please note:* Top Seven communities are required to invite one ICF representative for a site visit to the community between February and April. The purpose of the site visit is to validate information in this questionnaire as well as to develop a report on the community that will be reviewed by the international jury in the selection of the Intelligent Community of the Year. Travel and accommodations for the site visit are provided at the community's expense. There are no additional costs or fees. Top Seven communities are provided up to seven full-conference registrations to attend *Building the Broadband Economy*.

Completing the Application. Fill in the fields below. Each field will expand to make room for your complete answer. Save the file to your computer and email to ICF at <a href="mailto:awards@intelligentcommunity.org">awards@intelligentcommunity.org</a> by December 20. ICF analysts will use only the information on this form in making their evaluation. Do not send additional information or attachments. Your completed application may not exceed 25 pages.

Deadline for Questionnaires:

December 20

**2011 Theme: Health in the Intelligent Community.** In addition to ICF's five permanent criteria (the Intelligent Community Indicators), the Intelligent Community Awards are guided by an annual theme. In 2011, our theme is Health in the Intelligent Community. ICF invites nominees to describe efforts by local government, institutions and businesses to improve the delivery and management of healthcare using information and communications technology in order to enhance the health of residents, reduce costs and create business opportunities for local employers. For a complete description of the theme and examples from award-winning Intelligent Communities, download a copy of the ICF White Paper *Health in the Intelligent Community* (see "Publications" on the Intelligent Communities menu).

**Important:** Questions marked with a red asterisk (\*) below ask for numbers related to the population of your community. In providing this information, please be consistent: *do not* provide numbers for a municipality in one place and a larger metropolitan region or county in another. All numbers should correspond to the same geographic area.

Name of Community								
City of Dublin, Ohio								
Background								
1. Population Municipality 41,32	Metro Area (if applicable) 1,773,120							
2. Labor Force Municipality 70,00	Metro Area (if applicable) 973,200							
3. Area Municipality 25 so	quare miles Metro Area (if applicable) 4,000 square miles							
4. Top Industries by Employment	Insurance, Biotech, Communications, Financial, Food Service, Pharmaceutical, Information Technology, Professional Services							
Emerging sectors or clusters with potential for growth	Information Technology, Biotech, Green Industry							



### Indicator #1: Broadband

6.	Which of the following broadband access systems are available in your community, and are they provided
	by the private sector, public sector or a public-private partnership?

□ DSL	□ Private-sector	☐ Public-sector	☐ Public-private partnership
		☐ Public-sector	☐ Public-private partnership
	□ Private-sector	☐ Public-sector	□ Public-private partnership
<b>⊠</b> Wireless	☐ Private-sector	☐ Public-sector	□ Public-private partnership
Satellite	□ Private-sector	□ Public-sector	☐ Public-private partnership

7. Please indicate the percentage of the following groups of users who have access or connection to the Internet at broadband speeds.

	% with access to broadband (homes or organizations "passed")	% connected to broadband
Households	100%	60%
Businesses	100%	98%
Government	100%	100%
Educational and nonprofit	100%	100%

8. Please indicate the minimum and maximum broadband speeds available to <u>residential customers</u> from the three carriers with the largest market share in your community, and the monthly price of that service. Be sure to indicate the currency you are using. If your community is served by fewer than three carriers, leave the extra fields blank.

	Speed	Monthly Cost	Currency			
Carrier #1: Time Warner		Approx. Market Share	Approx. Market Share: 50%			
Minimum	768 kbps	\$19.95	U.S.			
Maximum	15 mbps	\$39.95	U.S.			
Carrier #2: AT&T		Approx. Market Shar	Approx. Market Share: 40%			
Minimum	768 kbps	\$14.95	U.S.			
Maximum	6 mbps	\$35	U.S.			
Carrier #3: WOW		Approx. Market Shar	e: 10%			
Minimum 2 mbps		\$40.99	U.S.			
Maximum	15/2 mbps	\$72.99	U.S.			

9. Please describe up to three projects initiated in your community to promote deployment of, access to, or use of broadband by citizens and organizations. *Note:* some communities are well-served by commercial carriers and do not invest in programs to spur broadband deployment. Your community's score will not be affected if does little or no broadband promotion but has high broadband penetration.



Name	Funded By	Description	Year Started	Results to Date
Central Ohio Research Network	<ul><li>☑ Local Gov</li><li>☑ State/Prov</li></ul>	Central Ohio Research Network (CORN)	2005	From www.OSC.edu:
(CORN)	Gov  National Gov  Private sector  School  Public-private partnership			OARnet Project in Cleveland Provides Ohio Connection to Advanced National Research and Education Network
	Other			COLUMBUS, Ohio — Ohio students, faculty, and researchers will no longer have to look out-of-state for access to the most advanced nationwide network in the United States, thanks to a project in Cleveland that connects Ohio's research and education network — OARnet — to the new Internet2 Network.
				"We are extremely pleased to gain an in-state presence on the Internet2 Network," said Pankaj Shah, director of OARnet and a member of the Internet2 Governance and Nominations committee. "This connection will not only provide Ohio with a strong network connection to the rest of the nation and the world, but also give Ohio a prominent role in the operation of this cutting-edge national network."
				Internet2 is a non-profit, advanced networking consortium of U.S. universities, corporations, government agencies, research laboratories and international organizations that brings together research and academia with technology leaders in industry, government, and international communities. OARnet is the most advanced statewide research and education network in the nation, parting Obic's IX 12
				serving Ohio's K-12 schools, colleges and universities, research



hospitals and public television stations and connecting to the world key regional rings, such as the Cincinnati Education and Research Fiber, the Central Ohio Research Network and the OneCommunity ring in northeast Ohio.

OARnet member institutions previously connected to Internet2 through a node in Indianapolis. American Fiber Systems Inc. of Rochester, New York, recently received contract approval from the state Controlling Board to provide the fiber connections between OARnet and the Internet2 node in Cleveland.

In additional to gaining an Ohio presence on the highperformance network, the timing of the OARnet project provides Ohio with an early connection to the current deployment of a next-generation version of the Internet2 Network. The first phase of the deployment includes Cleveland and other sites such as New York. Philadelphia, Washington, Chicago and Boston. Later phases will feature connections in places such as Atlanta, Indianapolis, Denver, Seattle and Los Angeles.

"The combination of the new Internet2 Network and OARnet will provide researchers the capacity to reliably exchange in seconds data sets measured in the trillions of characters," said Paul Schopis, director of network engineering for the Ohio Supercomputer Center and chairperson of the Internet2 Network Technical Advisory Committee.



"This high-capacity bandwidth will allow Ohio researchers to exchange large files, such as medical researchers in two states examining in real-time a high-resolution, threedimensional magnetic resonance image (MRI) of a patient," Schopis said. "It also will offer professors and students in Ohio the opportunity to employ more sophisticated technologies like videoconferencing for live language, cultural and other educational interactions with people all over the world."

Members of OARnet will be able to tap into already established programs, like Bob Ballard's immersion project to receive live interactive undersea exploration demonstrations from divers in remote locations around the world, or Megaconference Jr., an annual Ohio Supercomputer Center project that uses videoconferencing technology to bring together thousands of students in elementary and secondary schools from around the world for an allday learning conference.

The Internet2 connection also allows Ohio researchers to collaborate with colleagues in other states to develop and test on the new network advanced technologies that will make their way into the equipment and software used as part of the next generation of the commercial Internet. Just as email and the World Wide Web were created on earlier research networks, the new Internet2 Network will allow members to develop advanced network applications such as



				remote access to unique scientific instruments.
				Earlier this month, researchers from the Ohio State University demonstrated how colleagues in northeast Ohio could "share" over OARnet an expensive electron microscope situated on the Columbus campus of OSU. These types of advances in network technology are greatly expanding learning opportunities and saving organizations millions of dollars.
Partnership with Dublin City Schools	□ Local Gov     □ State/Prov     Gov     □ National Gov     □ Private sector     □ School     □ Public-private     partnership     □ Other	The City of Dublin and Dublin City Schools are collaborating to interconnect their broadband and IT infrastructure.  Through the agreement, the city provides fiber system access to the schools, including a physical connection from the Ohio Supercomputer Center to the Central Ohio Research Network's point of presence. In return, the schools are providing the city with school roof access for Wi-Fi access points and a network jack for special events at Coffman High School.	2008	Wi-Fi access points on school sites, which are physically located throughout the city's residential areas, have significantly enhanced the city's ability to achieve city-wide deployment of its Wi-Fi system.  The city-wide deployment of the Wi-Fi system has enhanced both the city's and Dublin City Schools' institutional networks.  Dublin City Schools has gained direct access to the Ohio Supercomputer, which provides redundancy to the Dublin City Schools' E-Tech (state-provided Internet service) connectivity and potential programming provided by the Ohio Supercomputer Center.
Carrier Hotel Agreements	<ul> <li>☑ Local Gov</li> <li>☐ State/Prov</li> <li>Gov</li> <li>☐ National Gov</li> <li>☑ Private sector</li> <li>☐ School</li> <li>☑ Public-private partnership</li> <li>☐ Other</li> </ul>	The City of Dublin executed an agreement with Bluemile, a carrier hotel located in Columbus, approximately 20 miles from the City of Dublin. As part of the agreement, Dublin is permitted to locate 96 optical fibers from its main ring at no cost to the city. In exchange, any users of the Dublin-owned optical fibers may now access the carrier hotel for the purpose of interconnecting to other major carriers at a very low cost. Dublin maintains a similar agreement	2008- 2009	The agreements with Bluemile and DataCenter.BZ enable users to avoid costly carrier charges and pay only interconnectivity fees.



with DataCenter.BZ, a Tier IV, carrier-neutral data center, which connects DubLink's dark fiber to the DataCenter.BZ facility	
located in Worthington, Ohio.	

# Indicator #2: Knowledge Workforce

10. Please indicate the percentage of your population whose greatest educational attainment is in the following categories.

Less than secondary (high school) degree	1.7%	Secondary (high school) degree	8.3%
Undergraduate (university) degree	42.3% + associate degrees, 4.6%	Graduate degree (M.A., Ph.D., Eng., etc.)	29.7%

11. Please indicate the number of degrees awarded in all disciplines during the most recent academic year by educational institutions either (a) within your community or (b) outside the community but within reasonable commuting distance for residents. You may include satellite campuses and distance education programs serving your community

Community college or	3,576	Undergraduate degrees	14,139	Graduate degree (M.A.,	5,715
technical school graduates		(B.A., B.S., etc.)		Ph.D., Eng., etc.)	

12. Please indicate the approximate number of people in your community who are currently enrolled in continuing education (e.g., adult education).

Continuing or adult education enrollment * 1,3	0
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13. How many jobs did your community create in the last 36 months that depend on information and communications technology (ICT). This may include jobs with ICT companies but may equally include jobs in the ICT units of retailing, distribution, manufacturing, healthcare, financial services and other businesses.

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All jobs *	249		Jobs depending on ICT *	100

14. Please describe up to three projects initiated in your community to promote the creation of a workforce that is able do knowledge work and comfortable with digital technologies.



Name	Funded By	Description	Year Started	Results to Date
Business-Education Summit	<ul> <li>☑ Local Gov</li> <li>☑ State/Prov</li> <li>Gov</li> <li>☐ National Gov</li> <li>☐ Private sector</li> <li>☑ School</li> <li>☑ Public-private partnership</li> <li>☐ Other</li> </ul>	In 2008 Dublin began an effort to enhance economic development from the ground up by identifying and addressing the needs of both educators and businesses together with the goal of improving workforce development in our community. This effort began with the City hosting separate education and business roundtable events, culminating in a Business-Education Summit on Workforce Development. The purpose of these efforts is to assist the Dublin Economic Development Department in understanding education and business requirements and workforce needs as it seeks to grow Dublin's business community through attraction, retention and entrepreneurial company development.	2008	Many positive results emerged from these sessions, including links between educational institutions and businesses/organizations. Examples of these links include partnerships between BioOhio and Tolles Technical & Career Center for biotech program development; Columbus State Center for Workforce Development and the City of Dublin for business training programs; and many more, including:  • An invitation to attend the Workforce Summit at Columbus State Community College (CSCC) sponsored by the Columbus Chamber and CSCC
		This is not one podcast or blog, but an innovative and sustainable approach that is having a huge impact in an open source economic development manner. This approach engages the entire region and the community as partners in the economic development process.		<ul> <li>Meeting with representatives from Tri- Rivers Educational Computer Association (TRECA), Tolles Career Center, Netech and Entrepreneur Learning Initiative to discuss training and entrepreneurship programs in the Dublin Entrepreneurial Center</li> </ul>
		These innovative efforts acknowledge entrepreneurship as one of the pillars of economic development (in addition to attraction and retention) and is very much in line with the 21st Century economic development approach to create the work and the workforce of tomorrow from within the community.		<ul> <li>Meeting with representatives of NexTech Materials to discuss fuel cell opportunities and STEM education/training programs</li> <li>Making a connection with representatives of Enterprise Ireland in San Diego at the International Bio Convention</li> <li>Discussions with</li> </ul>
		Partnerships and dialogue between the education and business communities are unheard of in traditional economic development models as indicated by participants from both		representatives of the Ohio Department of Education about potential pilot projects involving Dublin Economic Development and Dublin and Hilliard



		industries.		Schools and Tolles Technical & Career Center
		This unique approach seeds the development of community connections, spirit and support that engages education and business in a way that makes both sides want to work for and with each other and for the success of all in building and maintaining a successful workforce and business climate in Dublin.		<ul> <li>Presentation on the Dublin process at the Consortium for Entrepreneurship Education's annual forum in Austin, Texas</li> <li>Training and collaboration opportunities between several universities and the City of Dublin</li> <li>More networking</li> </ul>
		It involves a systems change and changes the role of the economic development agency from one totally responsible for economic development to one that spearheads the efforts of all toward community and economic development — building partnerships for success.  By bringing businesses and educators together, Dublin is		<ul> <li>More networking opportunities between education and businesses since the Summit.</li> <li>The formation of an entrepreneurial summer camp for middle school students.</li> <li>In 2010, ICF Co-Founder Louis Zacharilla was the keynote speaker at the summit, addressing the issue of "Closing the Gap: The Education Last Mile."</li> </ul>
		addressing workforce development from an insiders' perspective letting businesses says what they need and letting educators know what they need to do to prepare the workforce of tomorrow. It also allows for educators' challenges to be expressed.  So often the issue of workforce development is addressed on the back end after the employees have received		
Columbus State	☐ Local Gov	their education. This method attempts to better prepare the employees on the front end.  Employees are businesses' number one asset and Dublin is making sure that businesses will be able to find properly trained employees or where to get the resources to do so.  The Columbus State Community	1996	The Center for Workforce
Community College Center for Workforce Development	State/Prov Gov National Gov	College Center for Workforce Development partners with businesses and individuals in the		Development has consulted with more than 150 business partners in



		Private sector School Public-private partnership Other	community to address workforce and economic development needs through innovative approaches to education, career counseling, talent development, customized training and organizational performance.	the Central Ohio region in all industry sectors, and has trained 20,000 employees since 1996.
			The Center for Workforce Development at Columbus State Community College is a full- service resource center.	
DeVry University - Columbus		Local Gov State/Prov Gov National Gov Private sector School	The mission of the Community Outreach office is to increase awareness of DeVry and its applications-oriented education by introducing the importance of technology.	The city of Dublin has participated in roundtable discussions with DeVry's Community Outreach staff, area business representatives and
	_	Public-private partnership Other	Community Outreach has established the following purposes:	economic development organizations. Through DeVry's efforts, students have obtained employment
			To partner with the community in meeting the workforce needs of the future.	with its partner corporations.
			To reinforce the impact of technology in business and industry.	
			To raise awareness of the changing attitudes and aptitudes that will determine future employability.	
			To act as a catalyst for developing relationships between secondary education and area agencies and corporations.	
			To offer programs and services which promote technology and student success.	

### **Indicator #3: Digital Inclusion**

15. Please explain why digital inclusion is important to your community and briefly describe your community's policies on digital inclusion.

Dublin understands the importance of broadband infrastructure in our community and our region, just like our founders understood the importance of locating near a river when settling this area 200 years ago. Broadband is the adhesive that bonds us to the world, just as transporation connected us in the past.

Dublin also understands that we're not connected until we're all connected, making it vital that everyone has access. It's for this reason that the city has deployed city-wide Wi-Fi so that all residents have access. It's also the reason that Dublin created the Central Ohio Research Network, or CORN, which connects not only Dublin, but also a wide variety of Central Ohio communities to OARnet and institutions of higher learning and research statewide. The network also enables interconnectivity between facilities located on the fiber route. For example, Battelle's Dublin location established connectivity with its headquarters on King Avenue near The Ohio State University.

In July 2007, Ohio Governor Ted Strickland signed an executive order that created the Ohio Broadband Council to oversee broadband development efforts in the state and the Broadband Ohio Network,



which pairs OARnet with the NextGen Network, a virtual state and local government network developed by acquiring available bandwidth from OARnet. The Ohio Broadband Council extends the reach of Ohio's broadband resources, furthers Ohio's leadership in network innovation and improves technology access for all citizens throughout the state

Serving widespread and often remote areas of the state, the network links key regional rings to the world, including the Central Ohio Research Network (CORN), Cincinnati Education and Research Fiber (CERF), OneCommunity in Northeast Ohio, and Tuscarawas County.

The City of Dublin also makes fiber available to all businesses, including smaller companies which might not otherwise be able to afford broadband service. When establishing the Dublin Entrepreneurial Center, the city arranged for the facility to offer free Wi-Fi service to tenants and those attending events or coworking at the site.

In 2010, Dublin was named one of the top-ranked local governments in the 10th annual Digital Cities Survey. The survey, conducted by e.Republic's Center for Digital Government and Digital Communities Program recognizes municipalities that successfully incorporate information technology into operations to better serve constituents and businesses.

16. Please describe up to three programs in your community that aim to increase digital inclusion by providing facilities, hardware and software, training, and incentives.

Name	Funded By	Description	Year Started	Results to Date
Jelly at the DEC	□ Local Gov     □ State/Prov     Gov     □ National Gov     □ Private sector     □ Academic     institutions     □ Public-private     partnership     □ Other	Twice each month, the Dublin Entrepreneurial Center hosts a day-long Jelly or co-working event in which business professionals are invited to spend a day working at the DEC, networking with other members of the creative class, accessing free Wi-Fi and participating in training programs customized for small businesses.	2009	Jelly at the DEC, which began as a once-a-month event, has been well-received and expanded to twice a month. In addition, participants in past Jellies have signed leases to become tenants of the facility.
Partnership with JASCO	☐ Local Gov☐ State/Prov☐ Gov☐ National Gov☐ Private sector☐ Academic institutions☐ Public-private partnership☐ Other☐	Through a partnership with the Japan-America Society of Central Ohio, the city of Dublin has provided meeting rooms at the Dublin Entrepreneurial Center to host events presented in Japanese and English.	2009	The partnership has had great success, with JASCO adding more events at the DEC in 2010. In addition, a Japanese businessman signed a lease for office space after observing one of the JASCO events.
City of Dublin Recreation Services	<ul> <li>☑ Local Gov</li> <li>☐ State/Prov</li> <li>☐ Gov</li> <li>☐ National Gov</li> <li>☐ Private sector</li> <li>☐ Academic institutions</li> <li>☐ Public-private partnership</li> <li>☐ Other</li> </ul>	Programs on computer usage for adults and seniors are available throught the city's Recreation Services department and include basic computer skills and open computer labs at no charge. In addition, the Dublin Community Recreation Center offers free computer labs with access to high-speed Internet service. Teens also have access to computers in the Teen Lounge at the DCRC. Registration for any computer course also is available	1990s	Computer training courses have proved quite popular and have expanded over the years.



online.

### Indicator #4: Innovation

- 17. Please explain why innovation is a priority for your community and briefly describe your community's policies promoting innovation.
  - The City of Dublin has a national reputation for innovative programs. Innovation is vitally important to maintaining global competitiveness. In the past couple of years the City of Dublin has focused on analyzing its assets. Dublin is home to 3,000 businesses, many with hundreds of employees and some with thousands of employees. However, the average business in Dublin has seven employees. It is small businesses that provide the most opportunities for growth and are responsible for 75 percent of all new private sector jobs.
  - The City has put a focus on job creation and development of entrepreneurial enterprises by providing resources to facilitate new business and job growth primarily by providing resources to meet the needs of these companies.
  - Entrepreneurial businesses have a tendency to be innovative in that they meet demands for new processes and technology. The Dublin Entrepreneurial Center was created to accelerate the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services in order to produce successful companies that will be financially viable, freestanding and create quality jobs for the region.
  - The City of Dublin's Economic Development team partnered with TechColumbus, a member-driven organization formed to accelerate business growth, job creation and prosperity in the 15-county region of Central Ohio, to create the DEC. TechColumbus also is the administrator of a \$22.5 million grant through the state's Third Frontier Program, which provides coaching and mentoring services and funds early-stage programs in the region.
  - The City's partnership with TechColumbus continues to be successful in producing results that benefit Dublin companies. In 2009, the City of Dublin invested \$625,000 in the TechColumbus partnership. Companies in Dublin have benefited through a return of \$14.6 million in investments, grants and other financing vehicles.
  - The success of the DEC has led to national kudos with BusinessWeek Online naming Dublin the Best Small City in Ohio for Start-ups and Fox Business News proclaiming Dublin the No. 1 City in the Country for Start-ups.

In order to be innovative, it is imperative to have leadership with a vision. Dublin is fortunate to have been steered by City Council members and staff who have set planning as a high priority. In adopting the 2007 Community Plan Update, Dublin City Council approved streamlined development guidelines and permit reviews for the city's planned next-generation tech park. It's this willingness to react at the speed-of-business and the speed-of-technology that truly makes the City of Dublin innovative.

18. Please provide up to three examples of innovation in the delivery of services to constituents and stakeholders by local government.

Name	Funded By	Description	Year Introduced	Results to Date
DubLink	<ul> <li>☑ Local Gov</li> <li>☐ State/Prov Gov</li> <li>☐ National Gov</li> <li>☑ Private sector</li> <li>☐ Academic institutions</li> <li>☑ Public-private partnership</li> <li>☐ Other</li> </ul>	Underground fiber optic network	1996	DubLink has provided the backbone for not only fiber connections to businesses, but it also has enabled the city to connect to the Ohio Supercomputer Center, research institutes, universities and to deploy Wi-Fi. It also has enabled "virtual" office space to



CityWorks		A work-order asset management system.	2008	duplicated by other communities.  The system has resulted in better communications
				The DEC was recognized by the International Economic Development Council as an Excellence in Economic Development award winner and as the Best Innovation in Ohio Economic Development by the Ohio Economic Development Association and has since been
				In 2011, an international business development center will be an added component to the DEC to support global business opportunities. The center will be located on the first floor of the building.
		service, including business plan development, market assessment and assistance in gaining access to grants and capital.		The success of the DEC has led to the creation of the Green Incubator within the facility to support green businesses.
		in Dublin.  The DEC was created to house innovative start-up companies and also will be home to resources to assist these companies. One of the DEC's tenants is TechColumbus, which offers various levels of continuing including business plan.		The DEC has expanded from the foruth floor of the building to include the entire second floor as well. Cubicles have been added to open areas of the DEC to offer flexible co-working stations.
Dublin Entrepreneurial Center	☐ Local Gov ☐ State/Prov ☐ Gov ☐ National Gov ☐ Private sector ☐ Academic institutions ☐ Public-private partnership ☐ Other	The City of Dublin created the Dublin Entrepreneurial Center (DEC) to provide services and promote an environment that will increase deal flow for potential entrepreneurial and technology development resulting in more new businesses and job creation	2009	The DEC began with one tenant and now houses nearly 50 companies and resources, including the Center for Innovative Food Technology, a state Edison Center; two tierone auto suppliers and the Ohio Fuel Cell Coalition.
				become a reality. Through an innovative plan introduced in 2009 and approved by Dublin City Council, it may also provide a non-tax revenue stream. The ordinance allows the city to lease up to 12 fibers or 6 pairs of dark fibers in the DubLink network.



Gov National Gov Private sector Academic institutions Public-private partnership Other	CityWorks improves communications among internal departments. As an example, Engineering staff can easily see when maintenance of a sewer line has ben performed by Streets & Utilities. A City Hall receptionist getting calls about a missing sign can see when it has been replaced by a sign crew. CityWorks also includes a request module to track the many resident calls that come into the Service Center.  Upcoming goals include going "live" with the signals/electrical crew, developing more custom reports and providing a Webbased reporting tool.	among staff and with residents, and a more organized approach to resolving issues.
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19. Please provide up to three examples of innovation in the delivery of products and services by local businesses and institutions, including new business formation.

Name	Description	Incentives (if any)
FlyMuch	Monitors online travel promotions and delivers deals to customers based on frequent flier mile, loyalty and other programs.	Five-year, 45 percent tax credit valued at up to \$136,000 from the State of Ohio
		Four-year, 18 percent income tax rebate valued at up to \$32,500 from the City of Dublin
		The company could create as many as 30 jobs in Dublin.
InfoMotion Sports Technologies	InfoMotion Sports Technologies, Inc. develops a technology for analyzing basketball skills. The company's technology, which is embedded inside the basketball, captures the motion of the ball and creates a precise diagnostic of the player's muscle memory skills; and the ball transmits signals about the rate of dribble, control time, spin rates, and various other factors that are processed through pattern recognition software creating an instant score and skill analysis for athletes.	Six-year, 45 percent tax credit valued at up to \$209,000 for a \$1.45 million expansion, and a \$750,000 Innovation Ohio Loan that could create 45 jobs in Dublin
HealthSpot Inc.	HealthSpot owns a patent-protected, technologically advanced care station that enables locally and nationally recognized healthcare providers to deliver services to people from remote locations. The care station will be beta-tested at the Dublin Community Recreation Center in 2011.	Six-year, 50 percent tax credit valued at up to \$424,000 for a \$1.8 million expansion that could create 60 jobs in Dublin

20. Does your community have policies or programs designed to attract or promote the creation of businesses in the latest growth sectors – for example: gaming, cloud computing, Web services, new media, life sciences or micro-technology? Is so, describe them.

Dublin is committed to linking the economic, environmental and social aspects of the community to create opportunities for residents, businesses and visitors to prosper while preserving choices for future



- generations. The objective is to sustain Dublin's quality of life and establish the city as a leader in community sustainability by incorporating sustainable principles into each applicable aspect of municipal operations and the creation and implementation of a sustainable action plan.
- Dublin has a tradition of being "green" through land and tree preservation, waste recycling and diversion, greening buildings and fleet maintenance. Dublin has identified opportunities for growth in sustainable businesses.
- The Dublin community is supportive of these efforts. The newly built OhioHealth Dublin Methodist Hospital supports a virtually paperless environment and IGS Energy is seeking Leadership in Energy and Environmental Design (LEED) certification on its new headquarters in Dublin.
- In addition to supporting LEED building certification through construction projects, Dublin is encouraging start-up businesses through a green incubator housed at the Dublin Entrepreneurial Center (DEC). City Council approved spending up to \$50,000 over two years to lease space for the initiative. The purpose of the incubator is to promote the creation and co-location of new green companies and green technology ideas resulting in new green jobs and green collaborations. Several green start-up companies are now located at the DEC. These businesses are anticipated to create synergies, which may result in a new opportunity to create environmental auditing services. To date, the DEC has hosted workshops on workplace recycling, green government tax credits and incentives and return on investment for efficient energy solutions, and provided electronic waste disposal.

# Dublin also has:

- Created a Dublin Bike Advisory Commission assigned to make recommendations to Dublin City
  Council and to regional entities regarding bike transportation issues and connections with adjacent
  jurisdictional bikeway systems.
- Implemented the Bridge Street Corridor Study, which is an evaluation of development and redevelopment opportunities along one of Dublin's most vital corridors to create a more walkable, urban environment.
- Studied future transit issues as outlined in the City's 2007 Dublin Community Plan. The plan advises
  encouraging circulator routes between major employment nodes, shopping areas and entertainment
  centers, and maintaining open space corridors in southwest Dublin and the U.S. 33 corridor that will
  permit the integration of additional long-term rail options (spurs, station locations, etc.)
- Opened discussions with the Central Ohio Transit Authority (COTA) to plan and identify advantageous locations where new Park and Ride sites could be located to expand transit service in the northwest portion of COTA's service boundary.

In addition to promoting the growth and development of the green industry, Dublin's partnership with TechColumbus provides domain specific expertise (coaching, mentoring and funding) in four identified areas: BioSciences, Information Technology, Advanced Materials and Advanced Energy. TechColumbus Directors of Commercialization, with industry-specific expertise in each given area, engage with start-ups within these domains. They offer entrepreneurs insights, connections, resources and guidance based on their proven track records.

21. Are there specific incentives for private-sector and nonprofit innovation available in your community? If so, please describe them.

Incentive	Description
Fiber	Fiber is offered as an incentive to businesses to interconnect to other businesses within the City creating virtual office space.
	OhioHealth's ability to manage billing operations from one central location, electronic record-sharing among various hospital locations and remote monitoring of patients.
	Institutional usage for interconnection of city facilities, city-to-school facilities and to the Central Ohio Research Network linking with the Ohio Supercomputer Center, research institutions and colleges and universities. Through this interconnectivity





	of municipal buildings, the City saves more than \$400,000 in cost avoidance.
TechColumbus funds	The City of Dublin partners with TechColumbus to provide coaching, mentoring and funding resources to companies fitting within the TechColumbus mission. Sources of funding available through TechColumbus inlcude:
	TechColumbus TechGenesis Fund provides grants of up to \$50,000 to very early stage ideas (usually pre-company) for entrepreneurs to transition technologies from concept to commercialization. Uses of funds may include market identification and validation, intellectual property analysis and protection, prototyping and regulatory research.
	TechColumbus Pre-Seed Fund provides convertible debt financing of up to \$500,000 for promising young start-ups that have a reasonable expectation of reaching \$30 million in revenue in three to seven years. The funding is used to complete the steps necessary to help these start-ups attract financing from venture capital and other follow-on sources.
	Co-Investment Fund is a \$2.5 million venture fund which invests in selected companies alongside investments from Ohio TechAngels and the TechColumbus Pre-Seed Fund in order to amplify the value of the investment round and expand opportunities for Central Ohio start-ups.
	Follow-on Funding: The TechColumbus TechStart team works with portfolio companies to help them attract and secure follow-on capital from venture sources operating both inside and outside the region.
	Grant Assistance: The TechColumbus TechStart team helps entrepreneurs research, access and apply for grant monies from various sources, including SBIR, STTR and other innovation grant programs.
Ohio TechAngel Funds	Ohio TechAngels, the second largest angel investment group in the nation, represent three capital and "sidecar" angel funds totaling \$11.35 million which invest in pre-seed and seed technology companies that are either in Ohio or willing to move to the state.

# 22. What were the top three most recent investments backed by venture or risk capital in your community within the past 36 months?

Month/Year	Company Funded	Description	Value (USD)	Source of Funding
10/09	Activaero America Inc.	A Respiratory Disease Management System combines Activaero's AKITA drug delivery device with pulmonary function monitoring from Cardinal Health and then links the patient data to the caregiver electronically.	\$4 million	Follow-on Equity Investments
7/09	Cardiox	Cardiox manufactures and sells a non-invasive right-to-left shunt (RLS) detection system for the prevention of strokes.	\$3.75 million	\$2.75 million in Follow-on Equity Investments and \$1 million in Follow-on Grants
2009	Neoprobe Corp.	Neoprobe Corp. is focused on developing and commercializing innovative biomedical products that meet the critical intraoperative, diagnostic and therapeutic treatment needs of patients and physicians. Its primary area of focus is on improving cancer surgery outcomes by using market-leading gamma	\$13 million	Growth



C	letection devices in
C	ombination with
r	adiopharmaceutical agents
a	ilso referred to as "tracing" or
"	targeting" agents. Neoprobe
r	ecently formed another
r	najority-owned subsidiary,
	Cira Biosciences Inc. to
$\mid$	explore the development and
C	ommercialization of an
a	ctivated cellular therapy
t	echnology that has shown
ļ	romising early stage patient-
S	pecific treatment potential in
	ncology, viral (HIV/AIDS and
	epatitis) and autoimmune
	liseases.

# Indicator #5: Marketing and Advocacy

23. How does your community feature its Intelligent Community initiatives and successes - in broadband, knowledge workforce development, digital inclusion and innovation - in its economic development marketing? Please provide a summary only; the next question asks for specific examples.

The City of Dublin markets its initiatives through press releases, advertisements in trade magazines, government communications, brochures and websites, including the city's website, its Economic Development website and national and international Economic Development websites. The city also works with private orgainzations and nonprofits to jointly market projects. In addition, the city maintains relationships with members of the media to provide story leads and works with the Columbus Chamber and Development Counsellors International (DCI) to assist in fam tours for journalists, including one targeted at national and international technology reporters, which received very favorable press for broadband and innovation. In turn, the city has been recognized many times with awards presented by a variety of organizations for the quality of its marketing materials. These awards have been presented by the International Economic Development Council (IEDC), the Mid America Economic Development Council (MAEDC), the Ohio Economic Development Association (OEDA), the City, County Communications and Marketing Association (3CMA), the Society of Professional Journalists (SPJ) and the International Association of Business Communicators (IABC).

We believe the marketing of the city and its initiatives, including ICF honors, has helped the city garner recognition from BusinessWeek and Fox Business News.

The staff of the Economic Development department also attends and sponsors trade shows and conferences to share the Dublin story and the successes and attributes, including the Smart21 and Top Seven designations.

24. Please give up to three specific examples of marketing programs or materials – aimed either at people outside your community or inside your community – that feature your community's Intelligent Community initiatives and successes. Include hyperlinks where available.

Marketing Programs or Materials	Intelligent Community initiatives featured; how explained
Economic Development Website	Dublin developed a separate Economic Development website in 2007 to give specific information to site selectors. Since studies show that 85 percent of research by site selectors is conducted via the Internet before making direct contact with a city, Dublin wanted to be sure to provide specific and relevant information, which would help Dublin make the short list of communities for attracting new companies. A significant component of the Dublin story is its broadband connectivity. The 2010 Top Seven logo is prominently displayed on the home page with a link to the press release. The Web address is



	www.DublinEconDev.com
International advertising campaign	Dublin's economic development advertising campaign is targeted at telling the Dublin story around the world. Dublin has been very successful in establishing its brand within the region, which is why its marketing focus is aimed at the national and international levels. The advertising campaign tells of industry successes in attracting clusters, the city's commitment to providing companies with necessary tools, including infrastructure, and the pipeline to a knowledge workfroce. In 2010, the campaign focused specifically on two publications: Site Selection magazine and CoreNet Global's The Leader, which also included editorial coverage. In each of the ads, the Smart21 logo and then the Top Seven logo was prominently displayed. In addition to signifying that we have broadband, this designation also illustrates the city's commitment to embracing the tenets of an Intelligent Community. In addition, Dublin has selectively chosen other publications and has been successful in leveraging editorial coverage. When Fox Business News chose Dublin as the No. 1 City in the Country in which to start a business, it cited specifically Dublin's proximity to The Ohio State University and its infrastructure, including broadband.
City of Dublin Website	The city's website, www.dublin.oh.us, is the primary way to keep residents and corporate citizens informed of the initiatives and successes taking place in Dublin. Here, they may sign up for e-mail blasts of items of interest, including economic development news. The city site also includes press releases, copies of the City Manager's column published in the local newspaper and podcasts of City Council meetings and DTV, the city's magazine-style television show. All of these communication tools are used to promote the city and economic development, and include news of the Smart21 and Top Seven designations (which were lead items on the city's home page following the announcements, were e-blasted to residents who had opted in for city news and were tweeted (and retweeted) via the city's Twitter account). The city's website and these tools also have been used to thank citizens for helping the City of Dublin achieve goals such as being named an Intelligent Community.

25. Does your economic development offer incentives designed specifically to attract or create leading-edge businesses? If so, describe up to three such incentives.

Incentive	Description
Tech grants	Upfront payment to upgrade technolgoy
Wi-Fi	Wi-Fi is used as a value-added service
Fiber	The City offers fiber to link different branches of a company with their headquarters or other institutions that will provide assistance, such as universities or research laboratories. It also interconnects a buisness to multiple locations to create a virtual office setting and is the reason Nationwide Insurance Enterprise located satellite facilities to its downtown Columbus world headquarters in Dublin.

26. Please provide up to three success stories of business formation, growth or attraction in your community.

Company	Description
Healthcare Cluster	Dublin has been very successful in establishing a healthcare cluster. Cardinal Health, a Fortune 17 global manufacturer and distributor of medical and surgical supplies and technologies, is Ohio's largest company and continues to grow and expand in Dublin. In addition, OhioHealth opened the first new nonprofit hospital in the Central Ohio area in the last 20 years in Dublin in 2008. Cardinal Health is the leading medical supplier to the new hospital, which also has attracted new medical office buildings to the area. Smiths Medical, LabCorp and Butler Animal Supply also have facilities in Dublin. TechColumbus' 2009 Inventor of the Year, Philip Eggers, began his sixth medical device company, Cardiox, in Dublin. This track record of growth and success is expected to attract even more businesses in this sector due to the supportive and collaborative environment. Dublin is home to 50 biotech and pharmaceutical companies and 250 medical services



	businesses.
Automotive Cluster	With the nearby location of Honda of America Manufacturing in Marysville, Dublin has become a hotbed of suppliers to the automotive industry. Twenty suppliers to Honda, as well as the Central Ohio Japanese Association of Commerce are located in Dublin. Two tier one and Honda suppliers recently located their businesses in the Dublin Entrepreneurial Center.
Entrepreneurial Cluster	Dublin's establishment of the Dublin Entrepreneurial Center (DEC) combined in partnership with TechColumbus is resulting in a new synergy and spirit of entrepreneurship. The Central Ohio area is well-known for entrepreneurs like Les Wexner (the Limited), Dave Thomas (located Wendy's International headquarters in Dublin) and Robert Walter (Cardinal Health). There is now a rejuventation of entrepreneurial enterprises taking place with a focus on technology. Dublin's partnership with TechColumbus has resulted in 63 Dublin-based companies engaging with TechColumbus for various levels of service.

27. If your community is named to the Smart21, the Top Seven or as Intelligent Community of the Year, how will you use this honor to further your marketing goals?

The City of Dublin has aggressively communicated its Smart21 status for the last four years and Top Seven recognition in 2010 to the media, as part of all marketing materials (press releases, brochures, website, the city's cable television program, etc.) and in its international advertising campaign. In addition, Dublin promotes this honor in presentations, as an attraction incentive, in all city communications and encourages businesses and civic organizations to do the same. The City has aggressively displayed the Top Seven logo in its advertising campaign and pursued stories, including packaging this honor with other honors to keep the information in the spotlight. The Top Seven also is on the home page fo the Economic Development website (www.DublinEconDev.com).

When the city was named a Top 10 city in the Digital City awards program, Dublin issued a release announcing the new award and reminding the media that it also had been named a Smart21 Intelligent Community just weeks prior.

Dublin will continue to pursue additional media stories communicating the importance of this honor, and use it as an educational component detailing what it means to be an Intelligent Community and why all communities should strive to achieve this recognition to promote broadband deployment, a knowledge workforce and global digital inclusion. The city also purchased wall graphics with the Top Seven logo and placed them in all city buildings.

Theme: Health in the Intelligent Community (see page 1 for explanation)

28. Provide up to 3 examples of innovative healthcare organizations in your community that are making a positive contribution to the local economy in terms of job creation, business creation or business attraction. Information and communications technology should play an important role in their innovation efforts, and they may be either nonprofit institutions or for-profit companies.

Provided by	Description
Dublin Methodist Hospital	This state-of-the-art, virtually paperless hospital opened in Dublin in 2008 and has been recognized as a "most wired" hospital by Hospitals & Health Networks for three consecutive years. The hospital is viewed internationally as exceptionally innovative. According to OhioHealth CTO Jim Lowder, the facility frequently hosts people who want to move into the digital age and is considered to be "a technology incubator."
	The opening of the hospital has spawned other medical facilities to locate in Dublin and several medical office buildings to be built to house physicians and healthcare companies to locate near the hospital. The opening of Dublin Methodist Hospital prompted Nationwide Children's Hospital to relocate its Dublin Close to Home Center next to Dublin Methodist Hospital in 2010.
Cardinal Health	Cardinal Health Extends Integration Capabilities for Automated Dispensing Cabinets
	Posted on: Wed, 08 Dec 2010 01:20:48 EST



Dec 08, 2010 (Close-Up Media via COMTEX) --

- At the 45th Midyear Clinical Meeting and Exhibition for the American Society of Health-System Pharmacists (ASHP) in Anaheim, Calif., Cardinal Health announced that it is expanding its CardinalASSIST automated medication replenishment service to integrate with multiple brands of automated dispensing cabinets.
- Cardinal Health said it will integrate CardinalASSIST with automated dispensing systems from Omnicell, which are used by approximately 1,600 hospitals nationwide. This partnership is a natural evolution for Cardinal Health, building on the company's last decade of success in helping hospitals streamline medication ordering and replenishment through the integration of CardinalASSIST with Pyxis MedStation systems from CareFusion.
- "Supporting a broader array of automated dispensing systems is a critical part of our commitment to helping customers improve medication safety and maximize their technology investments," said Doug Roberts, national vice president of Pharmaceutical Acute Care Sales for Cardinal Health. "This kind of expanded integration capability is an excellent example of our commitment to partnering with hospitals to ensure medications move safely and efficiently from the drug manufacturer all the way to patient bedside."
- In addition to automated dispensing cabinets, Cardinal Health noted it has also created integration protocols for carousels, robots, re-packaging equipment and software from pharmacy technology providers including CareFusion, Sentry Data Systems, Inc., Swisslog and Talyst.

Headquartered in Dublin, Ohio, Cardinal Health, Inc. is a health care services company.

#### Neoprobe

Neoprobe Granted Pre-IND Meeting with FDA to Review RIGS Technology

- -- Meeting Scheduled for 1st Quarter of 2011 --
- DUBLIN, Ohio -- Neoprobe Corporation (OTCBB: NEOP), a diversified developer of innovative oncology surgical and diagnostic products, today announced that it has requested and been granted a Type B pre-IND meeting with the U.S. Food and Drug Administration (FDA) regarding its RIGS® technology Biologic License Application (BLA). The pre-IND meeting request is another step in Neoprobe's efforts to develop and commercialize the RIGS technology designed to enhance the surgical treatment of patients with solid tumor cancers.
- "The pre-IND meeting request is one of several near-term activities that Neoprobe intends to complete with FDA to reactivate the development of the RIGS technology program," said Rodger Brown, Neoprobe's Vice President of Regulatory Affairs and Quality Assurance. "The FDA has confirmed a meeting date in the first quarter of 2011 and we are in the process of completing the briefing documents in preparation for this meeting. Once FDA has agreed with our RIGS development plans, and has assigned a new IND, we anticipate more extensively restarting our clinical, non-clinical and CMC efforts including pursuing the possibility of obtaining a Special Protocol Assessment (SPA) for the clinical evaluation of the RIGS technology."
- Neoprobe's RIGS technology involves the use of a radiolabeled tumor-specific targeting agent to alert surgeons to the existence of cancerous tissue, undetectable by traditional diagnostic and intraoperative techniques. The RIGS procedure may enable more effective colorectal cancer surgeries leading to improved patient treatment.

### **About Neoprobe Corporation**

Neoprobe Corporation (OTCBB: NEOP) is a biomedical company focused on enhancing patient care and improving patient outcome by meeting the critical intraoperative diagnostic information needs of physicians and therapeutic treatment needs of patients. Neoprobe currently markets the neoprobe® GDS line of gamma detection systems that are widely used by cancer surgeons. In addition, Neoprobe holds significant interests in the development of related biomedical systems and radiopharmaceutical agents including Lymphoseek® and RIGScan™. Neoprobe's subsidiary, Cira Biosciences, Inc., is also advancing a patient-specific cellular therapy technology platform called ACT. Neoprobe's strategy is to deliver superior growth and shareholder return by maximizing its strong position in gamma detection technologies and diversifying into new, synergistic biomedical markets through continued investment and selective acquisitions. www.neoprobe.com

Read more: http://www.sunherald.com/2010/12/09/2701097/neoprobe-granted-pre-ind-meeting.html#ixzz188oAr3Cx



29. Provide up to 3 examples of local innovation in patient care, efficiency, cost reduction or healthcare outcomes using information and communications technology, whether by government, institutions or forprofit companies. Briefly describe the organization, the innovation and its results.

Provided by	Description
OhioHealth/Dublin Methodist Hospital	elCU Care at OhioHealth  Board certified intensive care physicians and experienced critical nurses monitor critical care patients at Dublin Methodist Hospital from a central location on the Riverside Methodist Hospital campus via an eCareMobile® cart. The nursing staff at Dublin will wheel the cart into the patient's room. The elCU staff performs video rounds and monitors special software called eCareManager®. The software collects patient vital signs, lab results, and other electronic data from various hospital information systems. The elCU staff receives alerts and alarms from the software that help them care for the patient proactively rather than reactively. The Dublin nurse can also press the red eLert® button on the cart to automatically send a notice to the elCU that they need assistance with a particular patient.  Intensive care physicians as a specialty are in high demand. By using telemedicine, OhioHealth extends the services and experience of their physicians and nurses to the staff and patients at Dublin Methodist Hospital. These services have been proven to reduce
	patient mortality and length of stay.  The program is enabled by DubLink.
OhioHealth/Dublin Methodist Hospital	elCU Care at OhioHealth beyond the walls of critical care  Several eCareMobile® carts are also located in the emergency department at Dublin Methodist Hospital. The elCU staff can monitor critical care patients that are in the emergency department waiting to be admitted to an inpatient room or transferred to another facility for care.  In addition these wireless carts can also be used for the Rapid Response Team (RRT) anywhere they are needed for an emergency occurring within the hospital walls. This provides additional expertise to the RRT to assist with the emergency.  Critical care expertise is leveraged to ED patients and even hospital visitors in an emergency to improve outcomes. In addition, if the patient is transferred to another facility such as Grant or Riverside, the elCU staff can provide continuity of care from the Dublin ED to the transfer hospital's ICU staff. In addition, the elCU nurses are able to provide information and answer questions for the patient's family while the ED nurse facilitates the transfer process.  The program is enabled by DubLink.
OhioHealth/Dublin Methodist Hospital	Telemental Health Behavioral Health professionals located at Riverside Methodist also are consulted for Dublin patients. This meant that they needed an additional 30 minutes each way in order to interview the patient at the bedside. The Behavioral Health physician or nurses are able to consult with the patient's nurse and only if appropriate, perform their exam via an eCareMobile® cart in the privacy of the patient's room. The physician or nurses are able to access the video & audio functions of the eCareMobile® cart from their office at Riverside. Family members may also be interviewed.  The patient must be interviewed by a behavior health professional before they can be discharged. Often due to scheduling conflicts, the patient had to remain in the hospital an extra day or more until the exam could take place at Dublin. By implementing the use of eCareMobile® the exam can take place in a more timely fashion. This is a benefit financially and also allows our Behavioral Health Specialists be more productive resources to the community.  The program is enabled by DubLink.

# **Ownership of Information**

By submitting this information, the above-named community attests and acknowledges that:

 All information provided is accurate and fairly represents the past and current condition of the community to the best knowledge of the individual submitting the information.



All information submitted to the ICF in connection with its international awards program becomes the
property of the Intelligent Community Forum and will be used for the purposes of research, analysis and
publication in pursuit of its global mission.

# **Intelligent Community Indicators**

**Broadband Communications** is Internet access at speeds higher than dial-up, provided by DSL, cable modem, wireless, high-capacity data line or satellite. Broadband speeds range from a low of 128 Kbps up to 10 Mbps and beyond. Intelligent Communities express a clear vision of their broadband future and craft public policies to encourage broadband deployment and adoption.

**Knowledge Workforce** means a labor force qualified to perform "knowledge work" involving the acquisition, processing, analysis or use of information and the use of automation in manufacturing and manual processing. Intelligent Communities exhibit the determination and demonstrated ability to develop a workforce qualified to perform knowledge work. This is not simply a matter of possessing universities able to crank out post-grads with science and engineering degrees. Effective development of knowledge workers extends from the factory floor to the research lab, and from the loading dock to the call center or Web design studio.

**Innovation.** Intelligent Communities seek to foster or attract innovative businesses, because they are the ones that will grow in terms of employment and contribution to the tax base. These days, the word "innovation" tends to imply technology: the creation of tech clusters and the founding of the next Microsoft or Softbank. But innovation in other areas is just as powerful. Innovation may mean finding a better way to serve customers, ship goods, make reservations, or deliver information. More broadly, innovation is a process that leads to improvements in added value, whether incremental or radical, to markets, organizations, government, and quality of life. It is not the technology that matters — it is the change it makes in people's lives. Intelligent Communities foster innovation and creativity within economic development programs and policies, for example, by creating an environment that attracts creative people, and by promoting the formation of, and access to, the risk capital that fuels new business

**Digital Inclusion.** The broadband economy promises to usher in a golden age of prosperity, knowledge and freedom. But it has just as much potential to usher in a "gilded age," where the benefits go to a privileged few and fail to ignite economic growth. Intelligent Communities create digital inclusion by creating policies and funding programs that provide "have-nots" with access to digital technology and broadband, by providing skills training and by promoting a compelling vision of the benefits that the broadband economy can bring to all citizens. Digital access coupled with an intelligent community vision helps to create a culture of digital use with opportunities for varied social improvements and greater community cohesion.

**Marketing and Advocacy.** With markets, capital and business operations more global than ever before, employers and citizens enjoy a great range of relocation choices. Like businesses facing greater global competition, communities must work harder to communicate their advantages - both externally (marketing) and internally to their own citizens (advocacy) - and explain how they are maintaining or improving their position as wonderful places to live, work and build a future for people of all generations. Effective marketing is a necessary piece of the transformative process for Intelligent Communities.

### **Success Factors**

In evaluating nominations, ICF looks for trends that characterize successful Intelligent Communities. We suggest that, where appropriate, your nomination refer to the following success factors in describing your strategy and results.

**Collaboration.** The development of an Intelligent Community typically requires intense collaboration among government, businesses, universities and institutions. Few organizations have enough resources, political capital or public backing to drive a community-wide transformation. But collaboration is challenging. It demands vision, flexibility, and a high degree of trust among the partners. Intelligent Communities develop the vision, find the flexibility and create trusting relationships among key constituencies. Effective collaboration is typically the result of the working environment created by effective leaders.

**Leadership.** It is fair to say that no Intelligent Community has succeeded without strong leadership. Effective leaders identify challenges, set priorities, communicate a compelling vision and foster a sense of urgency in achieving it. They





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establish a collaborative environment that encourages risk-taking and creates win-win relationships with partners in government, businesses and institutions. It matters little where leadership comes from. In the Intelligent Communities that ICF has studied, leadership has emerged from elected officials, government employees, business executives, universities and nonprofit organizations. What matters is the character, motivation and talents of the individuals who commit themselves to improving the economic and social wellbeing of the community.

**Sustainability.** When Intelligent Communities invest in broadband, workforce development, digital inclusion, innovation and marketing, they work to create programs that sustain themselves through local service revenue, growth of the tax base, and the attraction of long-term investment. They avoid depending on short-term funding that fails to lay a foundation for the future, or that is subject to changing political priorities. They also plan their growth in order maintain quality of life while creating jobs and spurring business growth. They craft policies on land use, building codes, transportation, rights-of-way and other infrastructure to ensure the community remains a desirable place to live and work. They also use technology to reduce dependence on physical infrastructure, allowing more citizens to share the same community resources. And some Intelligent Communities give specific attention to environmental sustainability. They invest in Intelligent Community programs in order to identify environmental issues, reduce pollution and curb carbon emissions as well as for economic development and inclusion. This environmental stewardship contributes to the health of the community and the sustainability of the planet.

